

## WHAT IS CLAIMED IS:

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1. For use over a global communications network having company nodes and constituency nodes associated therewith, an electronic commerce system comprising:

a data repository that is operable to store data files associated with said company nodes, wherein said company nodes populate respective associated data files with commercial information; and

a communications controller that is operable to (i) propagate communication interfaces accessible by said constituency nodes with selected portions of said commercial information under direction of said company nodes, and (ii) gather feedback information representative of constituency response to said constituency nodes accessing said communication interfaces.

2. The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller is further operable to process said gathered feedback information and, in response thereto, modify ones of said data files.

1           3.   The electronic commerce system for use over a global  
2   communications network recited in Claim 1 wherein said  
3   communications controller is further operable to analyze said  
4   gathered feedback information and ones of said data files and,  
5   in response thereto, to report results thereof to said company  
6   node.

1           4.   The electronic commerce system for use over a global  
2   communications network recited in Claim 1 wherein said  
3   communications controller, while gathering said feedback  
4   information, employs mathematical representations to represent  
5   at least one of constituency understanding and constituency  
6   reaction.

1           5.   The electronic commerce system for use over a global  
2   communications network recited in Claim 1 further comprising a  
3   security controller that is operable, with respect to those data  
4   files associated with said company node, to limit access to said  
5   those data files to designated personnel of said company nodes.

1           6.    The electronic commerce system for use over a global  
2   communications network recited in Claim 5 wherein said security  
3   controller includes an interactive voice recognition controller  
4   that is operable to verify the identity of said designated  
5   personnel.

1           7.    The electronic commerce system for use over a global  
2   communications network recited in Claim 1 wherein said  
3   communications controller is further operable to translate said  
4   selected portions of said commercial information from a first  
5   language into a second language.

1           8.    The electronic commerce system for use over a global  
2   communications network recited in Claim 1 wherein said  
3   communications controller is further operable to store, index  
4   and relate associated portions of said commercial information in  
5   the data repository.

1           9. The electronic commerce system for use over a global  
2 communications network recited in Claim 1 wherein said  
3 communications controller is further operable to organize said  
4 selected portions of said commercial information that propagate  
5 said communication interfaces into channels accessible by said  
6 constituency nodes.

1           10. The electronic commerce system for use over a global  
2 communications network recited in Claim 9 wherein said channels  
3 include at least two of an overview channel, an outlook channel,  
4 a community consensus channel, a community forecast channel, a  
5 research channel, an online q&a channel, an online conference  
6 channel, a financial history channel and a newsroom channel.

1           11. For use over a global communications network having  
2 company nodes and constituency nodes associated therewith, a  
3 method of operating an electronic commerce system having a data  
4 repository and a communications controller, said method of  
5 operation comprising:

6           storing data files associated with said company nodes  
7 in said data repository, wherein said company nodes populate  
8 respective associated data files with commercial information;

9           propagating communication interfaces accessible by said  
10 constituency nodes with selected portions of said commercial  
11 information using said communications controller under direction  
12 of said company nodes; and

13           gathering feedback information with said communications  
14 controller, said feedback information representative of  
15 constituency response to said constituency nodes accessing said  
16 communication interfaces.

1           12. The method of operating the electronic commerce system  
2 for use over a global communications network recited in Claim 11  
3 further comprising the steps of processing said gathered  
4 feedback information and, in response thereto, modifying ones of  
5 said data files.

1           13. The method of operating the electronic commerce system  
2 for use over a global communications network recited in Claim 11  
3 further comprising the steps of analyzing said gathered feedback  
4 information and ones of said data files and, in response  
5 thereto, reporting results thereof to said company node.

1           14. The method of operating the electronic commerce system  
2 for use over a global communications network recited in Claim 11  
3 further comprising the step of, while gathering said feedback  
4 information, employing mathematical representations to represent  
5 at least one of constituency understanding and constituency  
6 reaction.

1           15. The method of operating the electronic commerce system  
2 for use over a global communications network recited in Claim 11  
3 further comprising the step of limiting, with respect to those  
4 data files associated with said company node, access to said  
5 those data files to designated personnel of said company nodes.

1           16. The method of operating the electronic commerce system  
2 for use over a global communications network recited in Claim 15  
3 wherein said limiting access step further comprises the step of  
4 using an interactive voice recognition controller to verify the  
5 identity of said designated personnel.

1           17. The method of operating the electronic commerce system  
2 for use over a global communications network recited in Claim 11  
3 further comprising the step of translating said selected  
4 portions of said commercial information from a first language  
5 into a second language.

1           18. The method of operating the electronic commerce system  
2 for use over a global communications network recited in Claim 11  
3 further comprising the steps of storing, indexing and relating  
4 associated portions of said commercial information in the data  
5 repository.

1           19. The method of operating the electronic commerce system  
2 for use over a global communications network recited in Claim 11  
3 further comprising the step of organizing said selected portions  
4 of said commercial information that propagate said communication  
5 interfaces into channels accessible by said constituency nodes.



1        20. For use over a global communications network having  
2        company nodes and constituency nodes associated therewith, an  
3        electronic commerce system comprising:

4                a data repository that is operable to store data files  
5        associated with said company nodes, wherein said company nodes  
6        populate respective associated data files with commercial  
7        information; and

8                a communications controller that is operable to:  
9                        propagate communication interfaces accessible by  
10        said constituency nodes with selected portions of said  
11        commercial information under direction of said company  
12        nodes,

13                gather feedback information representative of  
14        constituency response to said constituency nodes accessing  
15        said communication interfaces,

16                process and analyze said gathered feedback  
17        information and, in response thereto, to at least one of  
18        modify ones of said data files and report results thereof  
19        to said company node, and

20                limit access, with respect to those data files  
21        associated with said company node, to designated personnel  
22        of said company nodes.